

Join the California Pavilion
at HOFEX to boost the sale
of your products!
Details inside.

Want to meet 30,000 buyers
for the Asian food, drink
and hospitality industry
at a one-stop market?



HOFEX 2003
FOOD & DRINK

www.hofex.com



**The 10th Asian International
Exhibition of Food & Drink**

Hong Kong Convention and Exhibition Centre

May 6-9, 2003



HOFEX 2003 is for producers of:

- Beverages (non-alcoholic)
- Canned and processed foods
 - Confectionery
 - Dairy products
- Food ingredients
 - Fresh produce
- Frozen and chilled foods
 - Gourmet foods
 - Health Foods
- Meat and poultry
 - Seafood
- Snack foods
- Wine, spirits and beers

The California Department of
Food and Agriculture can help
make the introductions to
Hong Kong's key buyers.

www.calagexport.com

California
Taste the Sunshine



Get the full-course treatment at HOFEX 2003 with the California Pavilion

Whoever you are looking to meet in the Asian food, drink and hospitality industry, you'll find them at HOFEX.

Whether you're looking to meet the whole Asian food, drink and hospitality industry or focus on a specific segment, HOFEX offers you a world of opportunities.

From May 6-9, 2003, the 30,000 m² of the Hong Kong Convention and Exhibition Centre will transform into the gastronomic global axis of the Asian food and drink industry. Here, some 30,000 trade and professional visitors can meet 1,800 exhibiting companies and 38 group pavilions showcasing their array of fine, fun, fast and flavorful foods and beverages.

Hong Kong is a major center for re-export throughout Asia and is the ideal event location for HOFEX. The products shown at this event drive the Asian food and drink industry to a higher level.



Exhibit with the California Pavilion!

- Easy
- Supportive
- Cost-effective
- Results-oriented



The California Pavilion offers exposure to the state's premiere agricultural products in a one-stop location. Under the "California: Taste the Sunshine" logo, exporters gain increased visibility in the international market through affiliation with the Golden State's agricultural prowess. In turn, popularizing the California brand helps to expand recognition of California as a source of diverse and high-quality food and fiber products.

The California Agricultural Export Program (AEP) and U.S. Department of Agriculture Foreign Agricultural Service staff helps you before, during and after the exhibition:

- Guidance with customs, set-up, and displays
- Increased media attention prior to and during the trade exhibition
- Translation during the show
- Pre-arranged meetings with foreign buyers

All California Pavilion full booth participants receive the following*:

- Pre-show country briefing
- Five exhibitor badges
- One fascia board, colored with white lettering
- One spotlight behind the fascia board
- Carpeting
- Wall panel
- One information counter
- Two black leather chairs
- One square pin socket (500W)
- One brochure stand
- Trash container
- Daily booth cleaning

**Pavilion upgrades provided by AEP.*

**Don't delay -
sign up today!**

A limited number of half booths are available; participants must share the facilities as listed above. Booth packages do not include accommodations and travel. Extra equipment is available for additional fees.

To participate, complete and submit the attached contract, ranking and marking your booth space choices.

Booth space is sold on a first-come, first-serve basis.

Trade Show Contract

California Department of Food & Agriculture Agricultural Export Program



Upon receipt of your completed contract and 50% payment, we will reserve your first available booth choice; you will be invoiced for the remaining 50%. Please note: Booth assignments are on a first-come, first-served basis.

| | | | |
|----------------------|------|---------|------|
| Company name: | | | |
| Address: | | | |
| City: | | State: | Zip: |
| Tel: | Fax: | e-mail: | |
| Contact name: | | Title: | |
| Products exhibiting: | | | |

HOFEX 2003 California Pavilion booth preference:

Based on the California Pavilion booth diagram, indicate below the quantity of booths you desire. Rank your booth location preference(s) using the booth numbers on the diagram to the right.

Full booth:

- 9 m² • US\$4,005 • Quantity: _____
- Location preference(s): (1) _____ (2) _____ (3) _____

Half booth:

- 4.5 m² • \$2,002.50 • Quantity: _____
- Location preference(s): (1) _____ (2) _____ (3) _____

Show entrance ↑

| | | | |
|------|---------------------|-------------------------|------|
| 2A34 | Lamb Weston 2B33 | National Raisin 2B34 | 2C33 |
| 2A36 | | 2B36 | 2C35 |
| 2A38 | M-C McLane 2B37 | 2B38 | 2C37 |

Payment policy:

Down payment of at least 50% due with submission of completed contract.
March 31, 2003 Entire booth fee due.

Reimbursement policy:

By February 28, 2003 Full reimbursement
By March 31, 2003 50% reimbursement.

From April 1, 2003
NO REIMBURSEMENT

Payment schedule:

Please mark choice.
☐ Check enclosed in US dollars for full amount
☐ Check enclosed in US dollars for 50% down;
 invoice me for the balance
*Please make checks payable in U.S. dollars to
 "California Agricultural Export Program."*

CONTRACT TERMS:

- Contractor is responsible for meeting the various deadlines, rules and regulations of each show as outlined by the show organizer(s). Failure to meet these deadlines, rules and regulations may result, but not be limited to fines, fees, penalties, reduced exposure, etc. It is not the responsibility of the Agricultural Export Program to ensure that you meet the deadlines, rules and regulations of this event.
- Contractor agrees to indemnify and hold harmless the Department of Food and Agriculture and the State of California, and their representatives, agents, and employees, from any liability arising from or associated with any and all claims and losses accruing or resulting to (1) Contractor, and all subcontractors, suppliers, laborers, or any other person, firm or corporation, furnishing or supplying work, services, materials, or supplies in connection with the performance of this contract; and (2) any person, firm or corporation who may be injured or damaged by Contractor, or any of Contractor's representatives, agents, or employees, in the performance of this contract.
- This contract is not assignable by Contractor, in whole or in part, without the written consent of the Department of Food and Agriculture and the State of California.
- No change in the terms of this contract will be valid unless made in writing and signed by both parties. No oral understanding or agreement, not incorporated in this contract, will be binding on any of the parties to this contract.

We understand that as a condition for participation we are to complete and return an evaluation/feedback form including sales and/or expected sales within one week following the session either by fax or mail.

We agree to pay the amount shown above for booth space at HOFEX 2003 in Hong Kong, May-6-9, 2003. Enclosed is our check in U.S. dollars payable to "California Agricultural Export Program."

California Department of Food and Agriculture Agricultural Export Program

1220 N Street, Room A-280
Sacramento, California 95814
Tel: (916) 654-0389
Fax: (916) 653-2604
www.calagexport.cdffa.ca.gov



Authorized signature _____

Printed name _____

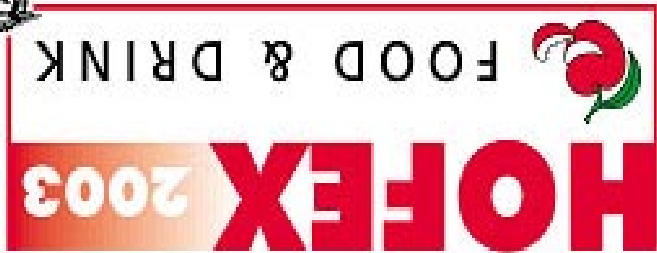
Date _____

The California Pavilion
at HOFEX 2003 gives
you entrée to a world
of sales opportunities.
Meet 30,000 food and
drink buyers for the
entire Asian market –
all at one location.

Taste the joy of success.



www.hofex.com



**California Department of Food and Agriculture
Agricultural Export Program**

1220 N Street, Room A-280

Sacramento, California 95814

www.export.cdfa.ca.gov

